



Made with Wool: Nature's Own Planet Friendly Fibre

Our carpets blend the finest wools, sourced from growers around the world, while our production methods deliver wool carpets of unmatched quality.

The benefits of wool are legendary, below are some of the key factors why wool stands out as the ultimate carpet fibre:

- **Natural and sustainable:** Wool is an all natural, wholly renewable fibre. Sheep are part of the natural carbon cycle, consuming the organic carbon stored in plants and converting it into wool. Post consumer, wool fibres are amongst the most widely recycled and at the very end of the wool's whole lifecycle, it biodegrades with ease.
- **Durability and definition:** Wool is naturally resilient with a unique fibre profile that bounces back into shape time after time, ensuring even the most heavily used carpets retain their appearance over long periods when subjected to intense wear.
- **Comfort and luxury:** Cushioning every step you make to reduce fatigue, wool is soft to the touch and an essential element in creating a relaxing and tactile interior scheme.
- **Fire retardant:** Wool is naturally flame resistant and its performance exceeds that of all other commonly used carpet fibres. Its unique chemical structure produces less smoke and toxic fumes during combustion than alternative synthetic fibres.
- **Easy care:** Wool has an inherent defence against soiling thanks to its complex fibre structure, the presence of naturally occurring oils from the fleece and an outer membrane of microscopic scales, all of which combine to act as a protective surface layer to repel dirt and soil.
- **Sound insulator:** Wool has first class acoustic insulation properties, both in absorbing airborne sound waves and reducing disruptive impact related noise transmitted through the sub-floor or structure of the building. In today's hectic and often noisy world, the installation benefits of a wool carpet can help to reduce the effects of excessive sound and are a key component in a calm and relaxing environment.
- **Temperature regulation:** Wool is the versatile all-season breathable fibre. It is well known that a wool carpet is an excellent insulator against the effects of the cold, but, with the hydrophilic properties of wool allowing it to absorb up to 30% of its own weight in moisture without feeling damp, wool carpet is also suited for use in warm climates.
- **Anti-Microbial:** Wool has a permanent resistance to microbial growth and odour retention. Acting as a natural filter to trap airborne dust, a well maintained wool carpet can absorb high volumes of microscopic particles which results in a significant improvement to the quality of air you breathe.

